

JUNE 2010

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FROM THE

## President's station



*Dear Fellow Chefs, Colleagues, Ladies and Gentlemen,*

Welcome to the June issue of Gulf Gourmet. You will find all classes, rules and regulations of the JCY 2010 in this issue.

For this year's JCY, we will go back to Bur Juman Center, where we have had many successful competitions in the past. At this stage, I would like to thank the management of Bur Juman Center for having us again and their ongoing support of development of junior chefs.

The event is coordinated by Mr. Anil Kumar and his team from Mindset. I would also like to thank them, and Mrs. Leila Suhail and the DSS Committee for their continuous drive for excellence and support for one of Dubai's favourite events. At this stage, I urge all competitors to train hard and help us to have an even better quality show than last year. We would like to thank our international team of judges for their help – guys, we really appreciate your support.

Talking about judges, with pride, I would like to announce that our senior members Chef Zain and Chef Sudu passed the training and exam to be WACS approved judges. Mabrouk Chefs!

Thomas Gugler, one of our visiting judges and his team from the Saudi Chefs Association, had the 2nd Salon Culinaire last month in Jeddah. I would like

to congratulate the team from the Kingdom on their event. I have received a mail from one of our long time members, Gordon Landy, from down under, who passes his greetings to everyone.

I am pleased to announce the new corporate members in this issue, Fonterra, US Dairy Export Council and Winterhalter. Also, please do make sure you flip through the Friend's of the Guild pages to recognize the people who support the Guild. Thank you to every single individual and company.

We had a very successful Black Box final 2010. Thank you Rodney Sims from MLA for once again organising a great event. The Madinat Jumeirah was the perfect host, thank you Chef Christian Gradnitzer and the Madinat Team.

Finally, thank you to Ray Tinston from our corporate members, The Hotel Show, for hosting the May meeting during the Hotel Show 2010.

Good Luck to all the competitors of the JCY 2010.

*Culinary regards,*

**Uwe Micheel**  
President of Emirates Culinary Guild  
Director of Kitchens  
Radisson Blu Hotel, Dubai Deira Creek

# friends of the guild



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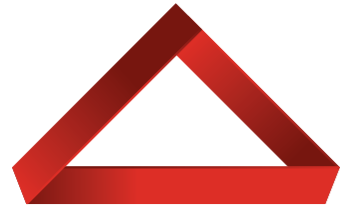
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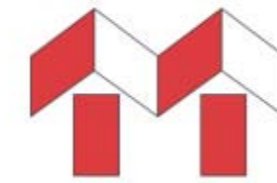
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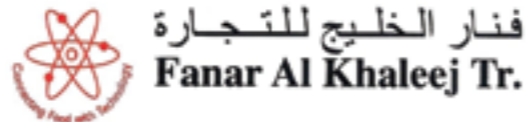


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# GULF GOURMET

FROM US, FOR US.

## CONTENTS

03 *From the President's Station*

04 *Friends of the Guild*

12 *Cover Story*

Two time winner of the Pastry Chef of the Year title, Chef Achala Weerasinghe, shares his story.

20 *Cover Special*

Chef Amgad Zaki, Executive Chef, Renaissance Hotel, talks about managing a kitchen and winning competitions.

22 *Events*

In the third of a series of workshops, Fonterra brings Chef Nicolas Dawid van der Walt to demonstrate how to get creative with sugar.



24 *Events*

As one lucky winner walks away with the opportunity to travel to South Africa later this year, Gulf Gourmet is on the scene to bring you some candid moments.

30 *Special*

Gulf Gourmet updates you on Mitras, a long time supporter of the Guild and its activities.

32 *Junior Chef of the Year 2010*

Get all the right information about rules and regulations and classes for entry for the Junior Chef of the Year 2010.

43 *Junior Chef of the Year 2010*

A sincere note of thanks for the judges who take time out to be present at the Junior Chef of the Year competition.

44 *Welcome to the ECG*

Gulf Gourmet extends a warm welcome to the new corporate members of the Emirates Culinary Guild.

50 *Member directory*

The A to Z of ECG corporate members.

# GULF GOURMET

FROM US, FOR US.

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# SWEET TASTE OF SUCCESS

Winning Pastry Chef of the Year once is hard enough, but winning it twice in a row is even harder. *Chef Achala Weerasinghe*, award-winning Pastry Chef at the Renaissance Deira, explains to Gulf Gourmet exactly why the judges chose him for two years running.

*Tasneem Abdur-Rashid*





**C**hef Achala Weerasinghe knows that he's talented. Oozing with confidence, he explains his achievements as a matter of fact. It's not surprising that he is so sure of himself though. With two 'Pastry Chef of the Year' titles and a host of gold and silver medals under his hat, the 31-year-old Chef knows that he has a lot going for him.

Born in the small city of Badulla, Sri Lanka, more than 200 kilometres away from the capital city of Colombo, Chef Achala wasn't always as self-assured as he is today. In fact, he never even thought about becoming a chef until he came across an advertisement promoting a hospitality course as a teenager. His cousin, already a chef, was a prestigious member of the family, and a part of Achala yearned for the same respect. Although he had never stepped foot into a kitchen, the more he pondered, the more he knew that he wanted to work in the hospitality industry. When asked why, his response is unexpected and refreshing: "Well, I liked the uniform."

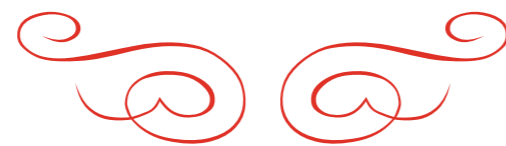
Leaving his family for the first time to attend hospitality school in Colombo was difficult for the 18-year-old student, and when he finally made it to the big city, he was disappointed to find that the course he was planning to attend had already commenced and he had missed the enrolment deadline. Going back home empty handed was not an option for the young Achala, so he opted to undertake a six month housekeeping course while he waited for the next food and beverage course to begin.

Six months and countless hours linen changing later, he finally embarked on a food and beverage course. However, contrary to

his expectations, he didn't quite enjoy it as much as he had anticipated. "I didn't like working with raw meat at all," he admits. "I was competent at what I was doing, but the actual passion wasn't there. I began to feel despondent and unsure of my future."

Towards the end of his training, Chef Achala finally began the baking element of the course. From the moment he sifted his first bowl of flour, surrounded by the sumptuous fragrance of melted butter, boiling sugar and baking dough, he knew that he had found his place in the cooking world.

I WAS  
COMPETENT AT  
WHAT I WAS  
DOING, BUT  
THE ACTUAL  
PASSION WASN'T  
THERE



"I love everything about baking," he explains with enthusiasm. "I love the scents, the textures, the precision, the creativity. There's nothing I'd rather eat more than a plate of warm, moist, chocolate brownies with homemade vanilla ice cream."

Chef Achala doesn't just love baking, he excels at it, and from the moment he started working at the Renaissance Deira, Chef Amgad, the Executive Chef, knew they had found a winner. He describes Achala







as talented, determined and hardworking, traits that Chef Amgad believes earned him two consecutive titles of Pastry Chef of the Year 2009 and 2010.

Chef Achala however, was slightly unsure of his ability to win once again, as to whether or not he would be able to exceed the standards he himself had set. He decided that the best thing would be to just focus on creating unique dishes that were stamped with his personality without worrying about what he had done before.

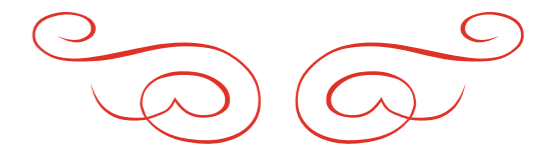
In order to qualify for Pastry Chef of the Year, he was required to participate in three dessert categories at the 2010 Emirates Culinary Guild Salon Culinaire: cake decorating, five plates of dessert and pastry showpiece. The first category was performed live in front of judges, the second was performed in the Chef's own kitchen one day before the judging, and the third was a complex effort created from chocolate that required an entire month of preparation.

"The show piece was definitely the most difficult to prepare for," Chef Achala says. "Every night, after I finished a 12-hour work day, I'd stay behind and work another two or three hours on the piece, adding little touches here and there. It was extremely hard work, but it paid off in the end as I won the silver medal for it."

The others weren't exactly easy either. Chef Achala stayed up all night creating the five plates of dessert (four cold and one hot). He played with colours, textures and conflicting tastes by preparing a unique pistachio cream with green tea ice cream; a delightfully light, whipped chocolate ganache with strawberry mousse and fragrant strawberry and saffron sauce; a tangy passion fruit cream

with an indulgent coconut ball, zesty lime sorbet and fresh mango; a gloriously warm and rich banana sticky toffee pudding with chocolate ice-cream, topped with creamy butterscotch sauce; and an intense dark and white chocolate mousse with mixed berry ice-cream and chocolate sauce. Again, he was awarded a silver medal for his creative combinations and courageous use of sweet, bitter and tangy flavours.

## THE FIRST CATEGORY WAS PERFORMED LIVE, THE SECOND IN THE CHEF'S KITCHEN ONE DAY BEFORE, AND THE THIRD REQUIRED AN ENTIRE MONTH OF PREPARATION



Chef Achala's true masterpiece was the live cake decorating competition, where he decorated a sponge sandwich cake in two and a half hours, for which he received a gold medal. Despite the two silver medals, his score was high enough to earn him the title of Pastry Chef of the Year 2010.

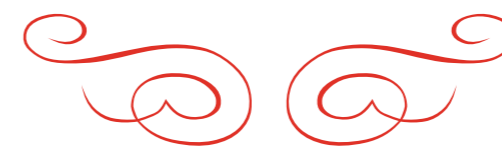
"Of course, I was hoping to win, but I tried not to get my hopes up too high in case I didn't," he explains. "I definitely believe that I deserved to win as I worked extremely hard for it. All my recipes were my own and my superiors only guided me gently as they trusted my instincts."





Unlike many, Chef Achala didn't seek help with his recipes at all and only received guidance on how to manage the administration aspects of the competition. In fact, he didn't even give any of his dishes to anyone to try whilst practicing. "I tried them myself and I trust my taste," he says simply. "I made the five plates dish five or six times, and then I felt I was ready for the competition."

## CHEF ACHALA HAS COME A LONG WAY SINCE HE BEGAN HIS CAREER AT THE HOLIDAY INN IN COLOMBO



Chef Achala isn't the only one who is confident in his ability to deliver. His superiors feel the same way and are full of praise about his raw talent. "We never have to watch over him, or even give him much direction," Chef Amgad reveals. "From the first day he started working at the Renaissance, I knew we had found someone who had extreme talent and potential, someone who would go far with a little encouragement. And he hasn't disappointed us."

Achala's family are also proud of him for having the courage to leave his home country, learn new languages from scratch

and become successful in his career; something not many hailing from Badulla have managed to achieve. He enjoys visiting them yearly, and treating them to desserts that they have never had the luxury of tasting.

Despite the fine life he has built for himself in Dubai, Chef Achala confesses that he does plan to return to Sri Lanka one day, and perhaps open his very own bakery there.

"I miss the greenery, the vegetation, the simplicity of life," he explains. "As much as I enjoy living in Dubai and as much as I appreciate the opportunities presented to me, I miss my home country and definitely will return some day."

Chef Achala has come a long way since he began his career at the Holiday Inn in Colombo in 2001. Since moving to Dubai, he has worked in the prestigious kitchens of Emirates Towers, The Dusit and of course, the Renaissance. He has climbed up the career ladder; from Commis II to Commis I, Chef De Partie and now, Pastry Chef. Not only does he have 14 gold and silver medals under his apron and has been named Pastry Chef of the Year twice, but he has also trained his junior staff to participate and win competitions. Not bad for someone who originally wanted to become a chef only to don the smart uniform.

As for competing, Chef Achala has no plans to stop participating in competitions in the near future, and has already started thinking about the 2011 Salon Culinaire. Clearly enjoying the sweetness of success, he is as determined as ever to keep pushing himself to the next level. We're looking forward to seeing exactly what that is. 🍪





# TAKING THE LEAD

*Chef Amgad Zaki, recently promoted to Executive Chef at the Renaissance Dubai, talks competition, commitment and convenience as he gets comfortable in his new role.*

**C**hef Amgad clearly enjoys his new position as Executive Chef of the Renaissance Dubai. Having recently been promoted from Executive Sous Chef to the Godfather of the kitchens, he is yet to become tired of his newfound status and discusses cost saving methods almost as enthusiastically as he talks about food.

Born and raised in Alexandria, Egypt, Chef Amgad left North Africa over 20 years ago, and has spent time in

various Marriott kitchens across the globe, including Germany, Malaysia and Thailand. His longest expatriate stint however, has been in the UAE, where he has been for over 13 years, also with the Marriott Group. When he confesses rather sheepishly that he is, and probably always will be, a "Marriott boy" at heart, we believe him. Loyal and passionate, once he finds something he likes and trusts, he will rarely dismiss it.

"Quality of life is more than a large salary," he says during our candid conversation over a cup of tea at the hotel's quiet Aquarium lounge. "It's about happiness and contentment.

Enjoying the brand you work for and the people you work with is an important part of that contentment."

Most chefs find the transition from the kitchen to the office difficult, and Chef Amgad admits that he is no different and he misses the thrill, the scents and the buzz of the kitchen. However, his determination, enthusiasm, and ability to earn respect from his staff have all eased him into his new role. The way Pastry Chef of the Year, Chef Achala, looks at his boss – with a mix of warmth and awe – says it all.

"He's a great manager, full of encouragement. He has a lot of faith in us and inspires us all to be the best we can be," Achala enthuses.

Chef Amgad also looks favourably on Achala, who he describes as a pastry genius. "From the moment he entered our kitchen I knew that we had found a winner," he reveals. "Achala has an innate talent that other chefs dream to possess. We've tried our utmost to develop his potential without stifling his creativity. We trust him to make delectable, creative desserts, and he has proven that our trust has not been misplaced. We are very proud of him."

Unlike some senior chefs who prefer not to let their staff become distracted from their daily duties by entering competitions, Amgad believes that competing is an essential aspect of a chef's training as it develops their creativity and ability to perform well under pressure. In fact, Chef Amgad himself is no stranger to competitions, and among his many awards is a gold medal at the 2005 Salon Culinare for the five course gourmet dinner menu, as well as gold and silver medals for open buffet segments and cold and hot canapés.

"The five course menu was the most difficult," he remembers with a smile. "It was a long time ago now so I don't remember exactly what I made. I remember that the judges were looking for practical, simple menus that could easily be replicated for 300 guests, so my menu included a tender lamb rack with creamy lentils."

Competing, he explains, isn't just about enhancing your own ego as a chef, but about building your career profile, boosting the hotel's reputation and learning a host of essential skills, such as menu development, time management and originality. He admits that when it comes to competition time, it is a scheduling nightmare throughout the three days as all the competing chefs need time off to participate in their categories. However, he insists that with the right organisation and help from all staff members, it is possible.

"Competition time is extremely stressful and often involves two or three sleepless nights. We try to offer our competing chefs as much support as they need during this time to ease the burden. Although we usually don't have to assist much with the actual menus, we help with scheduling so

that they are allowed ample time to prepare."

According to Chef Amgad, timing is everything in a bustling hotel kitchen. "We have to make the most of every minute and save time wherever we can, especially during competition time when some of our key staff may be busy elsewhere."

One way of saving time is using convenience products. Although he prefers to make everything from scratch, he explains that convenience products save a lot of time and money; which has become an increasingly challenging obstacle due to the global financial crisis.

"Hotels are watching their budgets more than ever," he reveals. "Rates are at an all-time low as the world recovers from the recession. As an executive chef, I have to think of ways in which to save money as much as possible, and convenience products definitely help in this regard."

Despite his mind gearing more to the business aspects of the hotel rather than the purely gastronomical aspects, Chef Amgad remains passionate about good food. And not necessarily fine dining either, but satisfying, simple food that tastes good and feels better.

When asked what his favourite dish of all time is, his answer is a simple chicken shawarma, and when probed, he even reveals his secret recipe. "It's easy to make shawarma at home," he says. "All you need are some succulent pieces of boneless chicken thighs with the skin removed, which you marinate in yoghurt, lemon juice, salt, Arabic seven spice and a touch of white pepper. The trick is to marinate it overnight. Then you just let it cook in the oven at a medium temperature, and then increase the temperature at the end to give it that beautiful golden colour and crispy texture."

Despite his expertise in the kitchen, Chef Amgad confesses that at home, it's his wife who wears the apron, and he rarely imposes in her domain. Although he is the fine dining expert, he admits that when it comes to pure Egyptian cuisine, his wife is unbeatable.

Last year, the ambitious Chef's dream was to become Executive Chef. Now that he has achieved this goal, his next step is to lead the kitchens of an even bigger establishment with a larger workforce. And then?

"I'd love to be involved with a hotel opening. To be able to nurture a hotel from conception to opening, to design the kitchens and create menus from scratch is certainly something I'd love to have the opportunity to participate in."

With his determination to excel and his proven track record of success, we're confident in Chef Amgad's ability to realise his dream. Until then, we look forward to seeing what else his award-winning kitchen staff has up their sleeves. 



# GIVING THE SUGAR COATING

Nicolas Dawid van der Walt, a prominent South African pastry chef gives local chefs a unique MasterClass in the art of sugar.

About 28 aspiring chefs from the UAE had a lesson in sugar in a MasterClass Workshop hosted by Fonterra this week, as part of the company's ongoing commitment to improve the skills of chefs in the region. The session was conducted by Nicolas Dawid van der Walt, a prominent South African pastry chef.

"This particular workshop is truly unique," says Chef Peter Hallmanns, Advisory Chef for Fonterra. "Fonterra believes in investing in culinary talent in the region and the chefs will be learning the intricate techniques of sugar art." Following two successful chocolate and pastry workshops in March and April, this three-day MasterClass is the third workshop in this series organised by Fonterra.

Investing in these workshops highlights Fonterra's continuous effort to assist the industry. Says Chef Peter, "We realize the importance of working with the industry to enhance the skills of chefs throughout the GCC and we did not want to just offer workshops where we promote Fonterra products – we really are committed to giving



our talented chefs in the region the opportunity to learn more regardless of the products involved."

Nicolas Dawid van der Walt has over 15 years experience working at the highest levels within the industry. He has created culinary delights at the Savoy Hotel in London, UK and more recently at The Saxon Boutique Hotel & Spa in Johannesburg, South Africa, where he was the Executive Pastry Chef during the period it was voted the World's Leading Boutique Hotel.

The eccentric Chef Nicolas is one of the most talented and knowledgeable pastry chefs in the world, and his passion for teaching has led him to open his own School of Pastry in South Africa with

the Food and Beverage Institute.

For him, teaching is the backbone of the culinary industry. "Advances in techniques and ways of using ingredients are being made all the time, and the pressure is on our young chefs to keep up with the pace!" he comments. "The skills and techniques I have taught these chefs require patience and dedication, but with practice, it will enable them to stay one step ahead of the competition."

Chef Nicolas concludes, "They can take everything they learnt during the three days back to their own kitchens, ensuring that the standard of chefs, and the food of offer in the region, remains at its very best." 🍪



# BEHIND THE SCENES...

... at the Unilever Chef of the Year semi-finals as six contestants from Dubai's most renowned hotels compete for a chance to represent the UAE in the regional competition in South Africa.



products. Each year, the competition has become more sophisticated and more challenging with a growing list of products and higher expectations of the competing chefs. Next year, we're planning on launching a Junior Chef of the Year competition."

With a range of products such as soy sauce, mayonnaise, mashed potato, chicken stock, teriyaki sauce, white roux mix, toffee topping, white chocolate mousse and wild berry sauce available to use, the six chefs were not only able to create more complex dishes using less ingredients, but were also able to save time; a crucial factor in all cooking competitions.

Organized for the first time in Dubai in 2009, the Unilever Chef of the Year Awards has already established itself as a respected and grueling competition in the region; one that tests the culinary ability of sous chefs and Chefs-de-partie across the UAE. With participants hailing from some of the country's finest hospitality establishments and over USD 15,000 worth of prize money to give away, the competition is intense with little or no room for mistakes.

Which is why, when winner Chef Ruben Rebuffo, Sous Chef at the Hilton Dubai Jumeirah, burnt the first soufflé he made as part of the dessert element of the competition, he was certain that he had lost his chance at first place. Ignoring the omen, he continued to work his magic in the kitchen and went on to make a second soufflé, one that rose beautifully and one that pushed him ahead of his peers, including the Senior Sous Chef at the Hilton Dubai Jumeirah, who came a close second.

"The aim of the Unilever Chef of the Year competition is to push the creative boundaries of younger chefs whilst getting them involved in convenience products," explained Chef Craig Elliot, Unilever Foodsolutions Regional Executive Chef. "The competition was first launched in 1972 when Unilever Foodsolutions had only a few food products, such as margarine and other baking



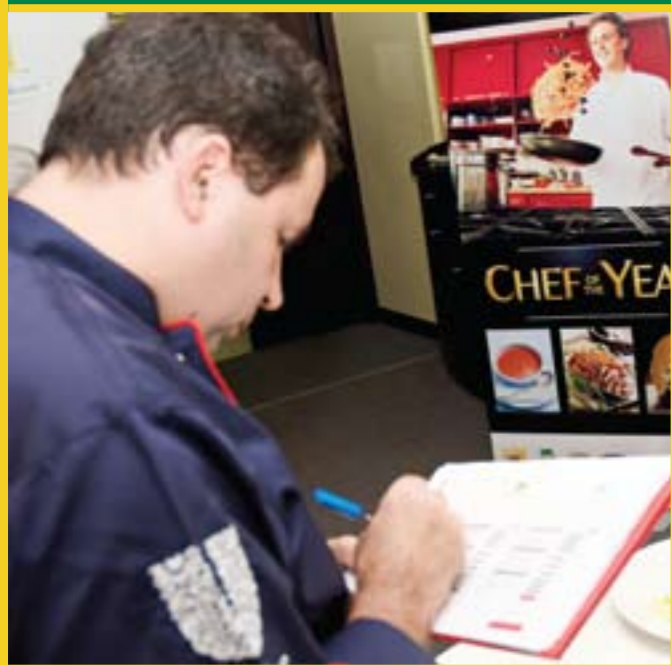
"The beauty of convenience products is that it offers just that - convenience," says Chef Jean-Luc, Executive Chef at The Palace Hotel. "When you use a convenience product, you know that it is not only cost-effective, but consistent and stable. It's easy to get a dish right once, but it's not as easy to replicate it a hundred times."

As the competing chefs whizzed around the steel kitchen of the Emirates Academy in a flurry of white - mashing potatoes, roasting meat and whipping cream - the judges were also hard at work in the adjacent room, carefully judging six individual creations using the same ingredients of fish, meat and various vegetables from the mystery basket.

Chef Ruben's winning combination, an entrée of rich Red Snapper tartar and tender roasted



scallops served with ginger and coconut foam, beetroot carpaccio and mango salsa; a main course of perfectly crisp roasted quail and succulent braised lamb rump served with creamy roquefort mashed potato, sautéed mushroom and baby carrots, deliciously creamy savoy cabbage and a tangy rosemary sauce; and the grand finale of a rich, gooey mini chocolate soufflé served with white chilli chocolate sauce, wild berries ragout and freshly made lemon grass and lime ice cream, incorporated a host of Unilever products, which afforded him enough time to even make his own ice cream from scratch; a detail that the judges could taste the moment their forks touched their lips.



“Chef Ruben’s menu was a simple yet fantastic combination of all the right ingredients,” said Chef Lionel Boyce, Executive Chef at Desert Palm, Dubai. “His dessert however, is what set him apart from the rest.”

Divulging that the judges would mark the competitors for their professional preparation, presentation and taste, Chef Lionel also explained that it was important for the end result to reflect what was written on the menu, a detail many of the chefs overlooked.

Despite being no stranger to competitions, having won bronze and silver medals at the Emirates



International Salon Culinaire in 2009 and 2010, 29-year-old Rebuffo admitted that he is far from ready to compete in South Africa at the finals, where he will be up against skilled chefs from Pakistan, Egypt and South Africa.

“When I burnt my first soufflé, I was convinced

**JUDGES**

- Paul Hage (Executive Chef at Habtoor Hotels)
- Michael Kitts (Executive Chef & Senior Lecturer at Emirates Academy of Hospitality Management)
- Lionel Boyce (Executive Chef at Desert Palm Hotel)
- Jean-Luc (Executive Chef at The Palace Hotel)
- Craig Elliot (Unilever Foodsolutions Regional Executive Chef)
- Robin Gomes (Executive Chef at City Seasons Hotel)
- Christian Biesbrouck (Executive Chef at Courtyard by Marriott)





that I had lost the chance to win," the Sous Chef confessed. "I'm amazed that I've won, and I feel a little intimidated by what I'll be up against in South Africa."


According to Chef Craig Elliot, in order to prepare himself for the upcoming competition, it is crucial that Rebuffo practices continuously, unlike the semi-finals where he admitted that he hadn't practiced at all.

was open to all UAE-based senior chefs of chef de partie level and above, with a minimum of five years' experience.

"It was Unilever Food Solutions Arabia's second time being involved since the competition first started in South Africa in the 1970s, and this year we've already seen a great improvement in planning and executing the event," said Gulf application chef Wael Riachy.

Riachy explained that the first step of the competition was for entrants to send in an original recipe with pictures, for one starter, one main course and one dessert, listing all the Unilever products that were used. A judging panel rated the recipes based on the number of UFS products used, originality and the technical aspects of the recipe, and six entrants were then chosen by the panel to compete in the semi-finals: a mystery basket cook-off.

With just a few months to go before the final, if Chef Ruben wants to make the cut, he'll have to get feedback on his dishes and start perfecting basic techniques and practicing with convenience products.

"It was a very close call between Chef Ruben and Chef Murugan," Riachy concluded. "In the end, it was Ruben's technical skills that gave him the extra edge. He did well by working on his dessert at the beginning of the allocated three hours and not leaving it until the end. Tactics such as these will help him in the finals. We wish him all the best in the upcoming competition, and we look forward to continuing to offer younger chefs a platform in which to hone key skills such as precision, timing and coping well under pressure." 



**PARTICIPANTS**

- S.T.Murugan (Senior Sous Chef - Hilton Dubai Jumeirah)
- Ruben Rebuffo (Sous Chef - Hilton Dubai Jumeirah)
- Elie Hannosh (Senior Sous Chef - Le Notre Qatar)
- Don Mahesh (Chef de Partie - Swiss Belhotel)
- Susantha (Sous Chef - Grosvenor House)
- Jinu Joseph (Sous Chef - Taj Palace Hotel)



"Although this competition uses the mystery basket method where the participants are told the ingredients they are able to use that same morning, it is still possible to practice for it by refining techniques. It's using correct techniques that separate chefs from amateurs. If the technique isn't there, the taste isn't there."

The competition of this year's semi-finals followed the same format as the inaugural competition in 2009. Supported by Emirates Academy, the event



# STAUNCH SUPPORTERS

Mitras has been synonymous in UAE and in Middle East food segment with consistent performance, quality of service, and over 14 years of experience and expertise.

**M**itras has been class sponsors of the Live Cooking of the Fish & Seafood class and supportive to the Salon Culinaire for the past 4 years. Mitras has an enormous range of competitively priced products, and pays meticulous attention to customer service and quality, making Mitras a trusted name in the food segment in the GCC and International Markets.

Mitras Gourmet – the gourmet range includes Oriental Dim sums, Various Sausages & Cold Cuts, Oriental sauces, Japanese Products, Concentrated Chicken Broth and Soya Sauces.

As a part of ongoing development and expansion plan, Magenta Foods, the food manufacturing company under Mitras International, has now installed its very own Smoking Unit to cater to the great demand of smoked seafood in the U.A.E.

Mitras Gourmet is an audacious project launched in 2007. The new venture was founded with the guiding principle of quality,



A competitor at Emirates International Salon Culinaire wearing a Mitras bandana, posing with Mr Liyakat Ali, Branch Manager, Bahrain, and Kim Aswani, Business Development Manager – Mitras Gourmet

value for money and consistent service. It's main objective is to service operators with reduced food costs, and provide SIMPLE SOLUTIONS.

Today, they produce a wide range of Cold Cuts, Cooked Salami, Mortadellas, Pastrami, Frankfurters, Duck Breast, Turkey Breast, Hot Dogs and a variety of Flavored Breakfast & Grill Sausages.

They also have a team of internationally experienced Chefs, a qualified sales team who are supported by various trained food technologists to ensure a good combination of culinary and technical knowledge. 🇩🇪

Bakery solutions that help you relax



[www.masterbakerme.com](http://www.masterbakerme.com)

Masterbaker Marketing has earned a reputation serving only the finest ingredients to the bakery and pastry industry in the region for the last ten years. Today, we are sought after as much for our value-added solutions, technical expertise and prompt customer service as our cost-effectiveness. Take advantage of this culture of quality and deep commitment that's dedicated to prospering your business.

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MASTERBAKER MARKETING FZCO





# THE MIDDLE EAST JUNIOR CHEF OF THE YEAR 2010

Organised by the Emirates Culinary Guild

Endorsed by the World Association of Chefs' Societies

## BRIEFS OF THE CLASSES FOR ENTRY

### RESUME OF CLASSES FOR ENTRY

Class No.	Class Description
01	Practical Cake Decoration
02	Three Tier Wedding Cake
03	Friandises, Petits Four, Pralines, Nougatines, etc.
04	Four Plates of Dessert
05	Pastry Showpiece
06	Bread Loaves and Showpiece
07	Chocolate Carving Showpiece
08	Fruit and Vegetable Carving Showpiece
09	Open Showpiece
10	Five-Course Gourmet Dinner Menu - <i>Convotherm</i>
11	Four Plated Appetisers
12	New Arabian Cuisine
13	Individual Ice-Carving
14	Ice-Carving Team Event
15	Practical Fruit and Vegetable Carving
16	Practical Cookery Fish - Emirati Cuisine - <i>Emirates Refining Company</i>
17	Practical Cookery Meat - Emirati Cuisine- <i>Emirates Refining Company</i>
18	Practical Cookery - Arabic Mezzeh
19	Practical Cookery – Fish and/or Seafood - <i>Mitras Trading</i>
20	Practical Cookery – Beef or Lamb or Chicken - <i>US Meat Export Federation</i>
21	The Mocktail Competition



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## PRACTICAL PASTRY

### Class 01: Practical Cake Decoration

- Decorate a single-tier cooked sponge cake.
- Two-and-a-half-hours duration.
- All decorating ingredients must be edible.
- No pre-modeled garnishes are permitted.
- All decorations and fillings must be made or mixed in real time.
- Chocolate and royal icing can be pre-prepared to the basic level, e.g. tempered chocolate.
- Competitors are to provide their own sponge base of 30cm diameter; or 30cm square.
- Competitors must choose only one shape cake with which to work.
- Competitors must provide all ingredients, utensils, and small equipment required.
- A standard buffet table will be provided to each competitor.
- All cakes will be displayed until the end of the competition day and will be disposed of by the organizer if not collected by the competitor.

## PASTRY DISPLAYS

### Class 02: Three-Tier Wedding Cake

- All decorations must be edible and made entirely by hand.
- Pillars or stands, maybe inedible but, unless decorated by hand, must be plain and unadorned.
- Fine, food-quality wiring is allowed for the construction of flowers and the like, but must be properly wrapped and/or covered with flower tape or paste.
- Royal icing, pastillage, pulled sugar, etc., may be used in the construction, but the finished display must not be dependent on these items.
- The bottom layer of the cake must be edible.
- Inedible blanks may be used for the two top layers.
- A portion of the bottom layer is to be pre-cut and placed next to the exhibit for tasting.
- A typewritten description and a recipe is required.
- Maximum area w60 cm x d75 cm.
- Maximum allowable total height (including socle or platforms) is 75cm.

### Class 03: Friandises/Petits Four/Pralines/Nougatines

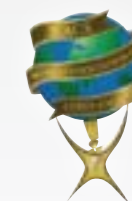
- Eight varieties.
- Six pieces of each variety (48 pieces total).
- Freestyle presentation with small showpiece.
- Showpiece will not be judged.
- Written description mentioning the theme is required.
- Typed recipes are required
- Maximum area w90 cm x d75 cm.

### Class 04: Four Plates of Dessert

- Four different desserts, each for one person.
- Each dessert presented singly on an appropriated plate.
- Presentation to include a minimum of one hot dessert (presented cold).
- Written description and typed recipes required.
- Tasting will be part of the judging process if deemed necessary to determine quality and authenticity.
- Maximum area w90 cm x d75 cm.



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**Class 05: Pastry Showpiece**

1. Freestyle display.
2. Edible media, marzipan, pastillage, sugar, pulled-sugar, croquant, etc., may be used, singly or in mixed media.
3. Written description required.
4. Maximum area w90 x d75cm.
5. Maximum allowable total height (including socle or platforms) is 90 cm.

**Class 06: Bread Loaves and Showpiece**

1. Prepare and present at least four types of breads (competitor's choice) and four types of breakfast pastries.
2. Exhibit is to be displayed with a bread showpiece.
3. The showpiece will be included in the judging criteria.
4. Each individual to prepare his dough and bake his breads at his place of work and bring them to the competition for judging.
5. Types recipes required
6. Maximum area w90 x d75cm

**ARTISTIC DISPLAYS**

**Class 07: Chocolate Carving Showpiece**

1. Free-style presentation.
2. No frames or supports.
3. Natural colouring allowed.
4. Minimal glazing is allowed.
5. No moulded work.
6. Maximum area: w80 cm x d75 cm.
7. Maximum allowable total height (including socle or platforms) is 75cm.

**Class 08: Fruit and Vegetable Carving Showpiece**

1. Freestyle presentation.
2. Using fruit and/or vegetables
3. Light framing is allowed, so long as the construction of the piece does not depend upon it.
4. Maximum area w60 cm x d75 cm.
5. Maximum allowable total height (including socle or platforms) is 55cm.

**Class 09: Open Showpiece**

1. Freestyle presentation (but see Rules and Regulations for themes to avoid).
2. Only showpieces made of edible food material will be accepted for adjudication.
3. Maximum area w90 cm x d75 cm.
4. Maximum allowable total height (including socle or platforms) is 75cm.

**GASTRONOMIC CREATIONS**

**Class 10: Five-Course Gourmet Dinner Menu - Static Display**

1. Present a plated five-course gourmet meal for one person
2. The meal to consist of:
  - A cold appetiser,
  - A soup,



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- A hot appetiser,
- A main course with its garnish
- A dessert.

3. Hot food presented cold on appropriate plates.
4. Food coated with aspic or clear gelatine for preservation.
5. Total food weight of the 5 plates not to exceed 450g excluding sauces.
6. Typewritten description and typed recipes required
7. Maximum area w90 cm x d75 cm.
8. Entry of this class is mandatory for those entering for the Middle East Junior Chef of the Year Trophy.

**Class 11: Four Plated Appetisers**

1. Prepare four different appetisers; two hot and two cold.
2. To be prepared in advance and displayed cold on appropriate plates.
3. Each plate should be complete with its own garnish.
4. Written description and typed recipes required.
5. Maximum area w80 cm x d75 cm.

**Class 12: New Arabian Cuisine**

1. Present a plated five-course gourmet menu for one person.
2. Free style presentation.
3. To be prepared in advance, and presented cold on appropriate plates.
4. Food coated with aspic or clear gelatine for preservation.
5. Menu to be based on ingredients found in the Arabian Gulf and the Middle East.
6. Dishes are to have an ethnic touch and to be presented in an up-to-date setting and decoration.
7. The meal to comprise of:
  - A cold appetiser
  - A soup
  - A hot appetiser
  - A main-course with appropriate garnish
  - A dessert.
8. Total food weight for the entire menu not to exceed 450g excluding sauces and breads.
9. Typewritten description and recipes are required.
10. Maximum area 90w cm x 75d cm

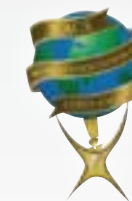
**PRACTICAL ARTISTIC**

**Class 13: Individual Ice Carving**

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from one large block of ice (provided by the organisers).
4. Before the competition starts, competitors will be allowed 30 minutes to arrange and temper the ice block.
5. The use of power tools is forbidden.
6. MANDATORY TOOLS, Each competitor must bring the following:
  - A non-slip mat on which to place the ice block
  - Non-slip gloves
  - Professional, hand ice-carving tools



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**Class 14: Ice Carving Team Event**

1. Freestyle.
2. Two persons per team
3. 150 minutes duration.
4. Hand-carved work from three large block of ice (provided by the organisers).
5. Great care must be taken with health and safety considerations. If an exhibit becomes in any way unstable or dangerous to competitors or public, it will be destroyed by the organizers.
7. The use of power tools is forbidden.
8. MANDATORY TOOLS, Each competitor must bring the following:
  - A non-slip mat on which to place the ice block
  - Non-slip gloves
  - Professional, hand ice-carving tools

**Class 15: Practical Fruit and/or Vegetable Carving**

1. Freestyle.
2. 90 minutes duration.
3. Hand carved work from competitor's own fruit\vegetables.
4. Competitors to use own hand-tools and equipment.
5. No power tools permitted.
6. Pre-cleaned, peeled material is allowed, but pre-sliced/carved will result in disqualification.
7. Each competitor will be supplied with a standard buffet table on which to work.

**PRACTICAL COOKERY CLASSES**

These notes pertain to all practical cookery classes including the Arabic and Emirati Cuisines. They should be read in combination with the brief of the class entered.

Due to the fact that only one hour is given to complete the competition; competitors are allowed to bring with them an extensive mise-en-place. However, there are restrictions on how much pre-preparation the judges will tolerate. In all cases, the preparation, production and cooking skills of each competitor must be demonstrated during her/his time in the kitchen.

1. All food items must be brought to the competition area in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
2. All dishes are to be served in a style equal to today's modern presentation trends.
3. Portion sizes must correspond to a three-course restaurant meal.
4. Dishes must be presented on individual plates with appropriate garnish not exceeding 250g total food weight excluding sauces.
5. Competitors are required to bring their own bowls/plates for exhibiting the food..
6. Competitors must bring with them all necessary mise-en-place prepared according to WACS guidelines in the hot kitchen discipline.
7. Competitors are to provide their own pots, pans, tools and utensils.
8. The judges will check appliances and utensils for suitability.
9. The following types of pre-preparation can be made for the practical classes:
  - Vegetables/fungi/fruits; washed & peeled – but not cut up or shaped.
  - Potatoes washed and peeled – but not cut up or shaped.
  - Onions peeled out but not cut up
  - Basic dough can be pre-prepared.



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- Basic stocks can be pre-prepared.
- Basic ingredients may be pre-weighed or measured out ready for use.
- Fish may be scaled and filleted and the bones cut up.
- Meat may be de-boned and the bones cut up.

10. No pre-cooking, poaching, etc. is allowed.
11. Re farces, garnishes, accoutrements: at least 20% of any and all of these must be prepared in front of the judges to demonstrate the competitor's skill.
12. Within 10 minutes after the end of the competition, competitors must have the kitchen thoroughly cleaned and tidied and ready for the next competitor to use.
13. Typewritten description and recipes are always required. Sometimes, two copies of the recipe is required.

**Class 16: Practical Cookery - Emirati Cuisine - Fish**

1. Prepare and present, within one hour, four identical individually plated main courses, using fish and/or seafood as the main protein item.
2. Emirati cuisine with modern presentation
3. Present the main courses within 60 minutes of the competition starting.
4. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
5. Competitors are to provide their own pots, pans, tools and utensils. The judges will check appliances and utensils for suitability.
6. Typewritten description and recipes are required.

**Class 17: Practical Cookery - Emirati Cuisine - Meat**

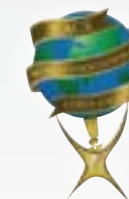
1. Prepare and present, within one hour, four identical individually-plated main -courses using chicken, lamb or beef as the main protein item.
2. Emirati cuisine with modern presentation
3. Present the main courses within 60 minutes of the competition starting.
4. Competitors must bring with them plates/bowls for presentation and all necessary mise-en-place for the meals.
5. Competitors are to provide their own pots, pans, tools and utensils. The judges will check appliances and utensils for suitability.
7. All food items must be brought to the Salon in hygienic, chilled containers: Thermo boxes or equivalent. Failure to bring food items chilled will result in disqualification.
8. Typewritten description and recipes are required.

**Class 18: Arabic Mezzeh - Practical Cookery**

1. Prepare and present, within one hour, three varieties of hot mezzeh and three varieties of cold mezzeh.
2. Total mezzeh to be sufficient for 4 persons.
3. No more than one of the following four varieties is allowed to be presented
  - Hommous, Moutabel, Tabouleh, Fatouche.
4. The style of each variety of mezzeh can be that of any of the following countries:
  - Lebanon
  - Syria
  - Jordan
  - Morocco
  - Egypt
  - Tunisia



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5. Dishes must represent a variety of cooking methods.
6. Two Portions of the mezzeh will be served in the public restaurant; the other two portions will go for judging.
7. No read- made products are allowed.
8. Sauces must be assembled and finished at the competition.
9. Competitors are to provide their own mezzeh bowls.
10. Typewritten description and recipes are required mentioning the country of origin of each dish.
11. Typed recipes are required mentioning the country of origin of each dish.

**Class 19: Fish & Seafood - Practical Cookery**

1. Prepare and present, within one hour, four identical individually plated main courses, using fish and/or seafood as the main protein item.
2. Present the main courses within 60 minutes of the competition starting
3. Typewritten description and recipes are required.

**Class 20: Beef or Lamb or Chicken - Practical Cookery**

1. Prepare and present, within one hour, four identical individually plated main courses, using beef or lamb or chicken as the main protein item.
2. Present the main courses within 60 minutes of the competition starting.
3. Typewritten description and recipes are required.

**Class 21: The Mocktail Competition**

1. Prepare and present two different mocktails, two portions of each mocktail.
2. Present the mocktails within 30 minutes of the competition starting.
3. One portion of each mocktail will go for judging
4. One portion of each mocktail must be exhibited together on a suitable serving implement as it would presented at service. This exhibit will go for photography.
5. A description of each mocktail must be shown for those on the serving tray.
6. Competitors must bring their own equipment, glasses and ingredients.
7. One three-pin single phase electricity point will be supplied to each competitor.
8. Typewritten description and recipes are required.

## RULES AND REGULATIONS

### NOTE

1. Please read the following regulations carefully. The instructions contained herein are mandatory. Non-compliance with any of the points mentioned could lead to loss of marks or complete disqualifications.
2. The Briefs of the Classes for Entry document also forms part of these Rules and Regulations and must be read in conjunction with this document.



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## CERTIFICATES AND LETTERS OF PARTICIPATION

3. Ensure that the entrant's name (clearly written in block capitals) appears on the entry-form exactly as it is to appear on any certificate, letter of participation or posting of results.
4. Any applications for amendments to letters or certificates must be made within fourteen days from receipt of the document.
5. Return of the original certificate/document, written confirmation from the executive chef and a pre-paid fee of Dhs: 80/- (AED: Eighty) is required for amendment of certificates.

## COMPETITION ENTRY

6. Complete the entry-form according to the instructions on the form.
7. Completed photocopies of the entry-form are acceptable.
8. Submit the completed form to the organisers along with the requisite fee/s.
9. Fees must be submitted along with completed entry forms: Cheques must be payable to:
  - Account Name: JHFT;
  - Bank: HSBC Bank Middle East – Dubai (UAE)
  - Account No. 021 - 092499 – 002,
  - SWIFT Code: BBMEAEAD
10. No entry will be confirmed until the appropriate fee has been paid.

## PARTICIPATION

11. Participation at competition is open to anyone professionally employed in the preparation of food.
12. Unless the organisers specifically mention a class as being a team event, all classes are for entry by a single competitor.
13. Competitors may enter as many classes as they wish, but are restricted to one entry per class.
14. The entrance fee is Dhs.100 (AED. One Hundred) per person per class, unless otherwise stated in the Rules and Regulations or the Class Briefs.
15. A completed entry-form should accompany the entrance fee

## HYGIENE

16. A professional food-safety company has been engaged to oversee all aspects of hygiene practice at the competition.
17. It is quite possible that Dubai Municipality Food Control Section will conduct its own hygiene inspections as and when it sees fit.
18. The organisers have no control over these two entities. Should either raise an objection to the standard of hygiene of any particular person or team, that person or team will not be allowed to compete

## THE SECRETARIAT

19. The Emirates Culinary Guild (ECG) is the body responsible for the creation, organisation and administration of the competition.
20. The competition is governed by and construed according to the rules of the organisers.
21. The organisers have sole authority to adjudicate on any matters pertaining to the competition.
22. Entrants' acceptances of participation in the competition are construed as confirmation of their undertaking to submit unconditionally to the jurisdiction of the organisers in regard to all aspects of the Emirates Salon Culinare.



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- 23.** The address of the ECG for all correspondence and inquiries referencing The Emirates Salon Culinaire is:
- The Emirates Culinary Guild,
  - PO Box 71963 Dubai, United Arab Emirates.
  - Tel: + (9714) 3403128. Fax :+( 9714) 3473742.
  - Email: theguild@emirates.net.ae

## COMPETITORS AND HELPERS

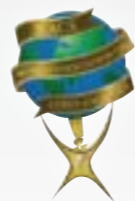
- 24.** Each competitor is allowed one helper to assist with carrying equipment. No other help is allowed to a competitor.
- 25.** A competitor must wear full; freshly-laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
- 26.** A competitor's helper must wear full; freshly-laundered chef's uniform with appropriate headgear and footwear when attending at the exhibition.
- 27.** Competitors dressed incorrectly will not have their exhibits judged.
- 28.** Helpers dressed incorrectly will not be admitted to the exhibition..
- 29.** Logos, marks and identifying colours provided by the organisers must be worn by competitor and helper in the position indicated to them by the organisers at the time of registration.
- 30.** A competitor entered in a practical competition must register at least thirty minutes before the commencement of the competition otherwise the competition slot will be given to a waitlisted competitor.
- 31.** Any competitor not in place and ready to start at least five minutes before the time a competition commences, will be disqualified.
- 32.** Competitors are not allowed to approach or speak with or at a judge without the express permission of the organisers.

## EXHIBITS

- 33.** Each exhibit must be the bona fide work of the entering competitor. It must be solely the work of the competitor and must be certified as such by his Head of Department or General Manager.
- 34.** Each exhibit must be a completely original work, it must not have been displayed previously (in whole or in part) in any competition or exhibition whether private or public.
- 35.** All exhibits must be of edible substance except for framing, socles and stands where they are allowed.
- 36.** It is forbidden to use any living entity whatsoever as part of an exhibit (e.g. tropical fish).
- 37.** It is forbidden to depict religious, nude, semi-nude or political themes in an exhibit.
- 38.** All exhibits must be suitable for presentation as a decorative item in a restaurant or banqueting setting.
- 39.** An exhibit must not carry any logo, label or mark of identification; however, competitors must be able to identify their exhibit if required.
- 40.** Competitors are responsible for their exhibits and should ensure that they are available in their proper place for judging on the day and time specified.
- 41.** No preparation or finishing of exhibits is allowed in any area except the designated preparation area at the rear of the competition area.
- 42.** Finished exhibits must be placed in the position indicated by the organisers.
- 43.** No interference with an exhibit is allowed once the organisers have deemed it as submitted for judging.
- 44.** Competitors must leave the judging area as soon as their exhibits are in place or when instructed to leave by the marshals, whichever is the sooner.
- 45.** Exhibits may, at the discretion of the organisers, be moved to a separate enclosure, there to remain for part or for the duration of the exhibition.



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- 46.** Failure by a competitor to register or exhibit at the specified time could result in disqualification.
- 47.** Exhibits which are removed by competitors without the permission of the organisers will be disqualified from receiving any kind of award.

## COMPETITION MARSHALS

- 48.** A Marshal-at-arms will be recognisable by a badge displaying the logo of the Emirates Culinary Guild and the legend 'ECG Marshal'.
- 49.** Marshals are charged with ensuring that the rules and regulations of the competition are observed by all concerned.
- 50.** Competitors, helpers and visitors are all obliged to cooperate with the marshals - without question - at all times.

## AWARDS

- 51.** Gold, silver and bronze medals and certificates and certificates of merit are awarded solely at the discretion of the judges.
- 52.** The decision of the judges is final and each competitor is required to abide by it without comment.
- 53.** Certificates and medals will normally be presented at 18:00 each day. This may change according to circumstance.
- 54.** Any medal or certificate that is not accepted by the competitor or his/her helper at the presentation ceremony for that day will be forfeit, unless prior arrangements are made with the organisers.
- 55.** A competitor or his/her helper must be correctly dressed as stipulated in the rules when collecting medals or certificates.
- 56.** Incorrectly dressed competitors/helpers will not be allowed access to the awards area.

## COPYRIGHT

- 57.** All exhibitors and competitors assign all rights concerning videos, photographs, menus, recipes, exhibits, sound recordings etc. to the Emirates Culinary Guild.

## OFFICE HELP

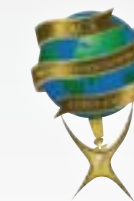
- 58.** Please NB that the ECG secretariat is forbidden to extend any office or administration assistance to any individual competitor.
- 59.** Competitors must ensure that they are in possession of all required menus, recipes, descriptions and office materials before attending at competition.

## DISCLAIMER

- 60.** The organisers are entitled to cancel or postpone the Salon, or to alter the duration, timing or schedule of any event.
- 61.** The organisers reserve the right to cancel any classes or limit the number of entries or extend, modify or revoke any of the rules and conditions without being held liable for any claims for compensation whatsoever.
- 62.** The organisers will not under any circumstances be held liable or responsible for the loss or damage of any exhibit, equipment, goods or personal effects.



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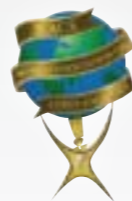


## TROPHY AWARDS

- 63.** An individual trophy is presented to each of the winners of the categories: Best Cuisinier; Best Arabian National; Best Pastry Chef and Best Kitchen Artist.
- 64.** Each trophy is presented to the competitor gaining the highest total number of marks gained from all the required classes with the proviso that such competitor must have won at least one gold medal from one of the required classes.
- 65.** Total Marks are Calculated from the Following Classes to Determine the Trophy Winner:
- BEST CUISINIER:
    - Five-Course Gourmet Menu; Practical Cookery Fish & Seafood; Practical Cookery Beef/Lamb/Chicken.
  - BEST ARAB NATIONAL:
    - New Arabian Cuisine; Emirati Cuisine Fish, Arabic Mezzah.
  - Best PASTRY CHEF:
    - Practical Cake Decoration; Four-Plates of Dessert; Friandises, Petits Fours, Pralines, Nougatines..
  - Best KITCHEN ARTIST:
    - Chocolate Carving; Open Showpiece; Individual Ice Carving; Practical Fruit & Vegetable Carving.



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## Taking the call

*Every year, during the hot and humid summer months in Dubai, one destination becomes hotter than any other place. And that's the venue of the Junior Chef of the Year. The competition, the participants, the marshals, and of course, the culinary creativity all contribute to making this the most sought-after event on Dubai's culinary calendar. But there's one more thing that keeps young chefs and veterans alike eager to spend some time at the event.*

*And that reason is the impressive list of international judges who come to Dubai to lend their expertise to the process. Analysing every dish, noting every detail, providing valuable feedback, and revealing what could be done better, these prolific and talented judges take the time and make the effort to ensure the event is a learning process.*

*We would like to express our sincere gratitude to them.*

*Chef Thomas Gugler*

*Chef Marco Bruscheweiler*

*Chef Joe Barza*

*Chef Alan Palmer*

*Chef Tarek Mourieess*

*Chef Josef Ozeli*

*Chef Raman Khanna*

*Chef Robert Oppeneder*

*Chef Jean Luc Amann*

*Chef Hubert Oberhollenzer*

*Chef Wouter Lap*

*Chef Gavin Dutchie*





Mr. Marwan K. Hassan and Chef Peter Hallmanns, Fonterra, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



Mr Saju Abraham and Mr Joachim Dandja, Winterhalter, receiving the membership certificate from Chef Uwe Micheel, President, and Chef Andreas Kurfust, Vice-President, Emirates Culinary Guild.



Fonterra Foodservices is a key division of the Fonterra Brands strategic unit of global dairy supplier, Fonterra, and offers a complete suite of dairy products and tailored solutions designed to meet the needs of foodservice professionals.

The extensive product range on offer embraces natural & processed cheese, milk, butter and cream - all backed up by an uncompromised commitment to quality.

Fonterra Foodservices in the Middle East opened its state-of-the-art innovation kitchen, the 'Culinarium', last year in Al Quoz, Dubai, which is a first of its kind for the company and the culinary industry as a whole. The kitchen is equipped with the latest technology and is used as a training facility where Chef Peter Hallmanns, Fonterra's Advisory Chef and his team of passionate colleagues, demonstrate to chefs working in the region, how to get the most out of Fonterra's products, while at the same time, keeping their costs margins low.

January 2010 saw the launch of the Anchor MasterChef Challenge at the Culinarium and more recently, the company has been hosting a range of workshops, where Fonterra brings leading chefs from all over the world to Dubai to teach new skills and techniques to chefs in the GCC. The company is committed to educating chefs in the region to ensure they remain at the highest level.

The farmer-owned New Zealand co-operative has an established presence and history in the Middle East and Africa region going back more than 30 years. The Fonterra Brands office in Dubai oversees operations in Middle East, Africa and CIS countries. The MEA and CIS accounts for around 20% of Fonterra's sales in the Asia Middle East consumer division, and is one of Fonterra's key focuses for expansion.

Anchor is now the fastest growing Full Cream Milk Powder in the GCC and the region is also Anchor's fastest growing market in the world. As well as Anchor, Fonterra also produces other well-know brands such as Anlene, Annum, Fresh n' Fruity, Mainland, Western Star, Brownes, Ski, Tip Top and Chesdale.



Winterhalter is the leading supplier of warewashing machines. The company is a complete system solution provider for glass and dishwashing machines, detergent products, water treatment and accessories. The German, family-owned, company's prime objective has always been customer-oriented ware-washing solutions for

restaurants, hotels, bakeries, and butcheries. Winterhalter's philosophy is to provide customers with reliable, efficient machines that also save time and money.

Winterhalter offers complete range to meet all commercial needs: the machine itself, comprehensive pre-sales advice, as well as design and installation of the customer's scheme, water treatment, training, service and maintenance.

Founded in 2006 Winterhalter Middle East BFC in United Arab Emirates supports these services with our own technical support staff.





Bassam Bousaleh, US Dairy, receiving the membership certificate from Chef Uwe Micheel, President, Emirates Culinary Guild.



The U.S. Dairy Export Council (USDEC) is a non-profit independent membership organization that represents the interests of U.S. milk producers, dairy cooperatives, export traders, processors, and industry suppliers. Exports have become an integral focus of the U.S. dairy industry. Through its marketing programmes, trade policy initiatives, market access and regulatory affairs efforts, research and communications, the U.S. Dairy Export Council (USDEC) is committed to meeting escalating global demand for dairy and to serving overseas customers as their partner in trade.

USDEC presents a delectable, diverse, range of nutritional and functional U.S. cheese varieties that are represented worldwide by special representative offices marketing

and promoting the product. USDEC Middle East provides a first point of contact for interested parties in the region and acts as a springboard from which market promotion activities are launched to reach trade, foodservice, and consumer groups.

USDEC CaMP (Cheese and Manufactured Products), which is now a member of the Emirates Culinary Guild (ECG), and with the help of USDEC Middle East, will conduct a variety of activities to enhance promotion of U.S. cheeses. These will include carrying out U.S. cheese workshops with senior and junior chefs in Dubai led by Chef Uwe Micheel, President of the Guild.

Check out the USDEC website at [www.usdec.org](http://www.usdec.org) and get more informed about its members, producers, processors, customers, international trade policies, and market access affairs.

## **TONI KAISER – The Finest Viennese Dessert Specialist**

TONI KAISER stands for fine Viennese desserts. The passion for warm desserts, careful selection of natural ingredients, tried and tested recipes and only the best taste are close to our heart.

Years of experience and tradition in baking and handling of warm desserts have allowed the brand TONI KAISER to become a dessert expert. Connecting attentive baking with high convenience and premium quality is our utmost principle. In this way the sweet delights reach the table even quicker, are fool-proof and taste home-made.

TONI KAISER satisfies not only the high requirements set by the food service sector and their consumers, but we are also 100% Austrian, and of that we are proud.

With TONI KAISER's desserts you can spoil your guests with premium quality from Austria and with that give them a piece of Austrian traditional cuisine. Through the quick and fool-proof preparation, you will have more time for your guests.

TONI KAISER Apricot Dumplings are made from light and fluffy sweet cream cheese dough with a fruity filling with apricot bits. A premium Austrian dessert quality.

*For more information, visit [www.tonikaiser.at](http://www.tonikaiser.at).*





# GULF GOURMET

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# THE EMIRATES CULINARY GUILD

## APPLICATION FOR MEMBERSHIP

Date of Application:

Family Name: (Mr./Ms./Mrs.)		
First Name/s:		
Nationality:	Civil Status:	Date of Birth: dd/mm/yy
Name of Employer:	Address in Home Country:	
Work Address:	Tel:	
Web Address:	Email:	
Telephone Office:	Professional Title:	
Fax Office:	Type of Membership Required: (Please tick one)	
Tel. Home:	Corporate <input type="checkbox"/> Senior <input type="checkbox"/> Junior <input type="checkbox"/>	
Fax Home:		
Email:		

Declaration to be Signed by all Applicants  
 I wish to join the Emirates Culinary Guild. I have read the ECG Constitution and By-laws. I agree to be bound by the requirements of the constitution. If elected, I promise to support the Guild and its endeavors, to the best of my abilities.

Signed:.....

Proposed By: Sig:.....

Seconded By: Sig:.....

**FOR OFICIAL USE ONLY**

Remarks:

Payment received?		
Certificate Given.	Pin Given.	Medal & Collar Given
Approved President.....	Approved Chairman.....	

Fees:  
 Senior Members: Above the rank of chef de partie (or senior chef de partie on executive chef's recommendation).  
 Dhs: 350/= joining Includes certificate; member-pin, member medal and ECG ceremonial collar.  
 Dhs: 150/= per year thereafter.  
 Junior Members: Chef de partie or below Dhs: 50/= membership valid for duration of member's stay in UAE.  
 Includes member-pin and certificate.

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